

BENEFITS OF LEASING FOR EQUIPMENT DEALERS

QUICK PAYMENT

Same day funding, leave your billing and collections to us.

ONE-STOP SHOPPING

The financial component of the sale is best handled when both equipment and financing are being controlled by the salesperson, thus limiting outside financing constraints.

LARGER TICKET SALES

Monthly lease payments, rather than large cash outlays, lead to a broader equipment purchase.

ACQUIRE EQUIPMENT NOW

Avoids delaying the sale until the cash is available.

EASIER UPGRADE CAPABILITY

Selling upgrades is easy because the monthly investment simply changes from one amount to another.

USES THE MONTHLY PAYMENT CONCEPT

The month-to-month investment in the equipment is parallel to the utility value of the equipment.

TRIAL CLOSE

The credit process can be used as a trial close to check the prospect's buying mood. Asking for a signature from the customer overcomes a sales hurdle and offers an opportunity for hidden objections to surface.

AVOIDANCE OF STICKER SHOCK

Experienced salespeople will quote monthly investment through leasing first, and cash price last to soften the bottom line.

BUILDS REPEAT BUSINESS

It is easier for your customer to purchase additional equipment because the equipment investment becomes part of their monthly operating budget, not a lump sum capital outlay.

ESTABLISHES ADDITIONAL CREDIT LINE

Leasing allows customers to establish a new line of credit. They may plan future equipment acquisitions and add-ons using their leasing source.

ANSWERS COST OBJECTIONS

Monthly payments make the equipment investment easier to justify.



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